

This year's National High Blood Pressure Month Kit contains a wealth of information on ways people with high blood pressure (HBP) can control the disease and reap the rewards. The kit is divided into three parts.

Part one, contained in the following pages, provides suggestions for planning your National HBP Month activities. Also included are tips for working with the media, methods of evaluating HBP Month activities, ways to continue HBP control efforts year round, and a list of additional resources.


Part two, located in the front pocket of the kit, contains the following items that can be reproduced to ensure an immediate supply of patient, professional, and consumer materials for your activities.

- ◆ Fact Sheets
- ◆ Handouts for Patients, Consumers, and Health Practitioners
- ◆ Media Materials
- ◆ Supplementary Materials

Part three, located in the back of the kit, contains reproducible artwork for use in newsletters, etc., and an evaluation and order form for evaluating this year's kit and ordering free materials from the National High Blood Pressure Education Program.



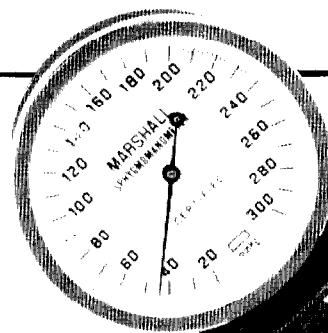
INTRODUCTION



The theme for 1986 National High Blood Pressure Month is "Treat Yourself to Life." The contents of this kit are intended for use with hypertensive patients and suggest that a healthy and longer life is one of the rewards of adhering to treatment. This year's kit contains information and materials on actions hypertensives can take to control their high blood pressure (HBP) and reap the rewards. Community programs and health professionals can expect many benefits from participating in 1986 HBP Month, such as:

- ◆ Improving visibility for your HBP control program.
- ◆ Generating new ideas and revitalizing your program activities.
- ◆ Mobilizing local resources such as industry and voluntary groups to help in the effort to control HBP.
- ◆ Developing new working relationships with other organizations to offer special HBP activities and events in May.

By participating in HBP Month, you are joining thousands of others who make a special effort each year in May to emphasize HBP control. May 1986 is the 12th National HBP Month. This annual event, sponsored by the National High Blood Pressure Education Program (NHBPEP) Coordinating Committee, is a broad-based effort of a large number and variety of organizations across the Nation. The scope of HBP Month expands every year, with more than 200 separate organizations and more than 900 of their offices now participating. These organizations join you this year in focusing the attention of the public, health care professionals, and patients and their families on the rewards of high blood pressure control.



HOW TO USE THIS KIT



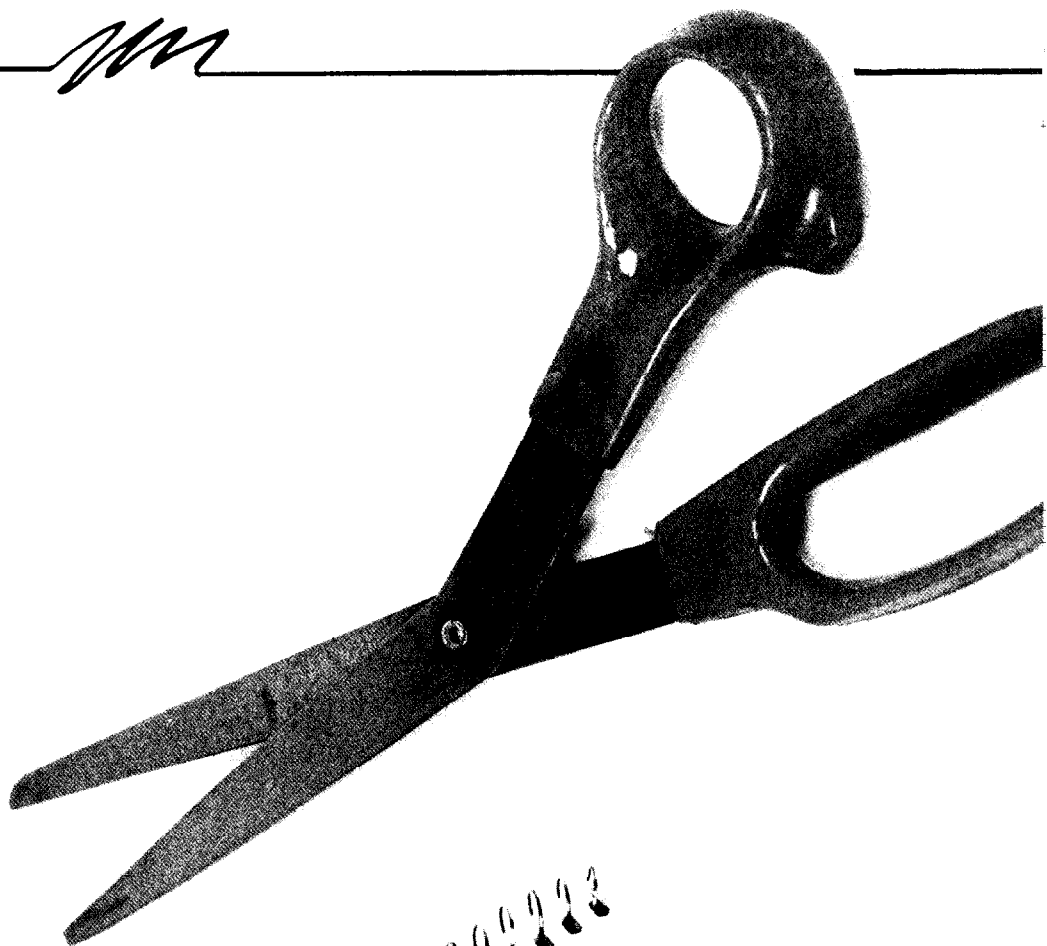
The 1986 National High Blood Pressure

Month kit emphasizes rewards of promoting and participating in HBP control in your community.

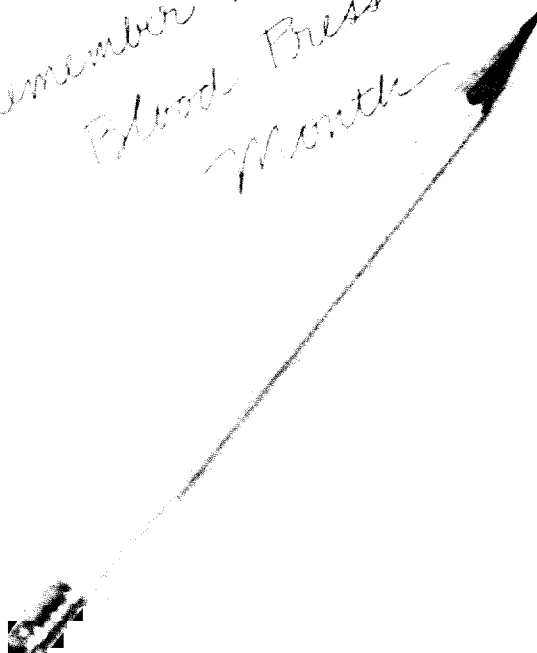
The following pages provide helpful hints on how to plan, implement, and evaluate your HBP Month activities. Suggestions for different types of activities are included, all of which are intended to help you be creative. Tailor our suggestions to your environment, or use them to generate your own ideas. (And let us know how they work!)

This year's kit also contains supportive materials, each requiring additional action by users. For example, most HBP Month kit materials are reproducible. By reprinting these materials yourself, you will have a ready supply of easy-to-use professional, patient, and consumer publications to start your activities immediately. These materials are bound into a separate booklet located in the front pocket of the kit.

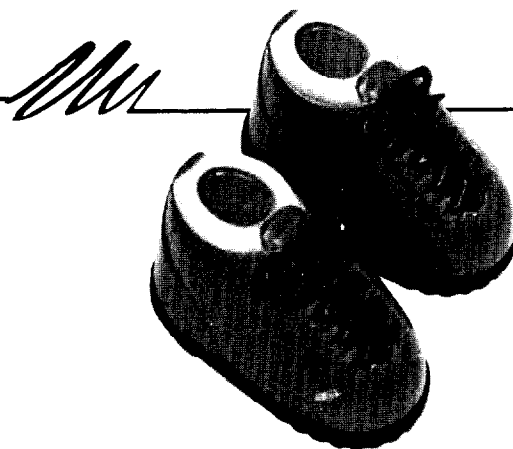
These materials are only the beginning. The most important ingredients in HBP Month are you, your community, and your commitment to HBP control in May and all year long.



*Remember High
Blood Pressure
Month*



YEAR-ROUND ACTIVITIES



Controlling HBP is a year-round effort.

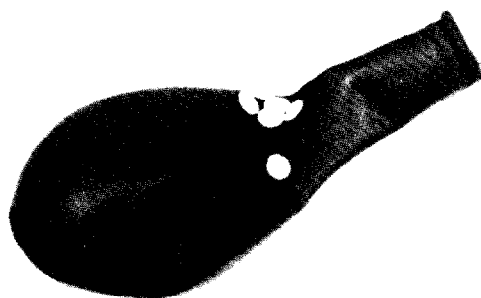
Many events can be arranged to raise HBP awareness during May, but activities that continue the momentum can be scheduled during the other 11 months. Suggestions for activities include:

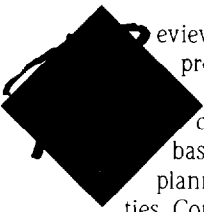
- ◆ Organizing a self-help group for hypertensives who will share ideas about changing their lifestyles.
- ◆ Finding health professionals to write newspaper or journal articles or to answer questions from readers in a regular column.
- ◆ Writing a message about HBP and having it printed on bookmarks or bumper stickers.
- ◆ Asking a local grocery to sponsor a blood pressure screening program. Provide volunteers to assist in reading and interpreting food labels for interested customers.
- ◆ Making certain people in your community know where they can get their blood pressure measured and how they can take their own blood pressure and that of others.

- ◆ Locating or starting an intergenerational program where young people and senior citizens can work together and assist with blood pressure monitoring.

- ◆ Obtaining an adequate supply of publications and posters from the NHBPEP and other organizations. Find new places to make these materials available to the public. Be sure that these items are available in quantity for large, public events.

Know the people and organizations involved in HBP activities. Keep the lines of communication open, and expand your network to help hypertensives stay on their treatment.





Reviewing the results of previous HBP

Month efforts can provide the basis for objective planning of new activities. Compare the results of each activity with its original intent, and determine the effectiveness of each activity. This ongoing process can provide further information for continuously refining and improving future efforts.

Identifying and diagnosing problems

The initial response to HBP Month activities may indicate a need for modification or adjustment. Be flexible. For example, low rates of success in finding undiagnosed hypertensives may indicate that screening sites or promotion strategies should be changed to match the target population.

Selecting effective activities

When decisions are made to repeat certain HBP activities, those that were most effective and best received by the specific target audience are usually at the top of the list. By carefully observing the elements that contributed to the success of a given activity, program administrators often can improve less effective HBP activities and advise other community groups that are planning similar projects.

Evaluating educational efforts

The effects of educational efforts, such as patient or consumer HBP education classes, may not be as easy to measure as some other activities. However, you can still learn from them and improve future educational efforts. For example, give the participants a simple question-and-answer quiz before and after the class to determine their understanding of the material presented. Pay attention to informal feedback from participants and staff to gain information about how your activities are received.

Gaining and maintaining support

You can use information collected on the effectiveness and usefulness of your activities to demonstrate your progress and accomplishments to funding sources, consumers, business leaders, and other program constituents. You may gain additional support and funding for your activities by presenting evaluation information in a written or oral report to these groups.

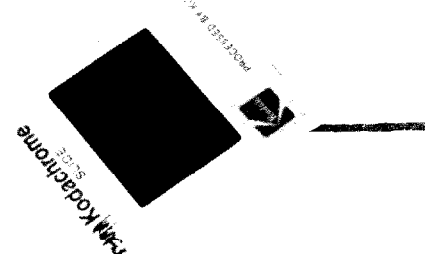
Cooperating with others

Lessons learned about local response to activities or problems in service delivery can and should be shared with other organizations working in your community. Cooperation with other local groups improves areawide HBP control and prevents duplication of effort.

In summary, the evaluation information gained from your HBP activities will enhance the quality of your decisions about future projects. Learning from the results of past projects allows you to improve your procedures, allocate resources more effectively, work more efficiently with local organizations, and increase your credibility in the community. For more information on evaluation, a new guide entitled *Measuring Progress in HBP Control: An Evaluation Handbook* is available from the NHBPER. (See the Evaluation and Order Form in this kit for ordering information.)



WORKING WITH THE MEDIA



he activities suggested are important mechanisms for spreading the word about high blood pressure control. However, interest and participation in your activities will depend on how well you publicize the events. By working with your local media, you can improve the effectiveness of your program and increase awareness of your organization's commitment to HBP control.

The channels for publicizing your message are often close at hand, and spring is the ideal time to approach the media with HBP news. The following tips will prove useful in working with the media and generating publicity for individual activities and for your program as a whole during May and throughout the year.

Develop a Media List

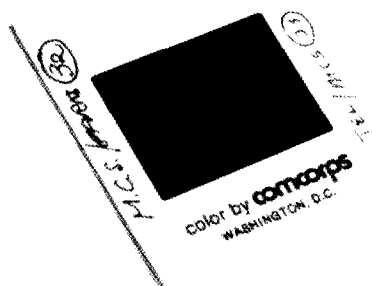
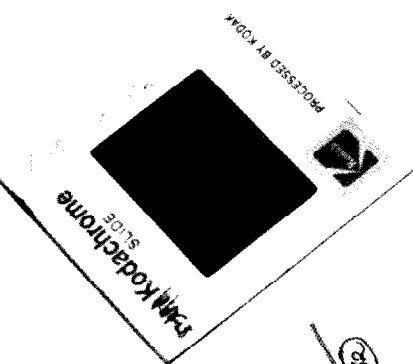
The first step in any media relations work is getting organized. Start by gathering a comprehensive list of the media in your area, using the local media directories in your town's library or personnel at the local chamber of commerce for listings.


Organize your list by the type of media — radio and television stations, newspapers, magazines, and community newsletters. Note the address and telephone number of each entry, and list the specific producers, editors, and reporters by name, noting their specializations when possible. For example, there may be health and nutrition writers at your local newspaper. If smaller daily and weekly papers do not have specific reporters assigned to cover these topics, contact the assignment or city editors. Other names important to note for broadcast media are those of public affairs, public service, and news directors. Take the time to call each publication and broadcast station to determine the names of these media contacts. Once you have compiled a media list, be sure to update it periodically.

Establishing your list of contact names is only the first part of the organizational process. A comprehensive list indicates almost at a glance the extent to which the contacts can be used in your media relations efforts. Accomplishing this requires noting details about each contact and their programming or editorial requirements.

If broadcast stations air public affairs programs, note whether the shows are live or taped, when they air, and if they accept guests. If they don't accept guests, suggest a call-in show on high blood pressure. Be sure to inquire about their public service announcement (PSA) schedule, and use the announcements made available in the enclosed media materials.

For publications on your list, include copy deadlines, publication dates, and specialized sections focusing on health, food, or lifestyle. This information will give direction to your media efforts and will enhance the coverage your program receives.





Approach the Media

Your next step is the most important aspect of media relations. Members of the media are generally very busy. They will be more interested in your information if you are brief, to the point, and provide news of interest to their readers. The news releases included in this kit are written so you can tailor them to your local area. Take advantage of the opportunities of National High Blood Pressure Month to gain publicity for your program and to increase community awareness of new developments in HBP control.

- ◆ Reproduce news releases or PSAs on your organization's stationery.
- ◆ Follow the format indicated, and make sure everything you send out looks *perfect*. Check for misspellings and typos.
- ◆ Address all materials to the specific names you compiled through your directory research and telephone calls.
- ◆ Include relevant background information if necessary to communicate the complete story.
- ◆ Allow four to seven days for the materials to arrive, and then call each person to whom it was sent. Ask if they received the information. If they haven't, briefly explain the gist of your story. If they have, offer your assistance in answering any questions they might have.

- ◆ Highlight points that emphasize the importance of this information to the community.
- ◆ Suggest an interview with a local expert on high blood pressure control, if appropriate.
- ◆ Thank contacts for their interest and time, especially if a story is aired or printed.

Schedule Talk Show Placements

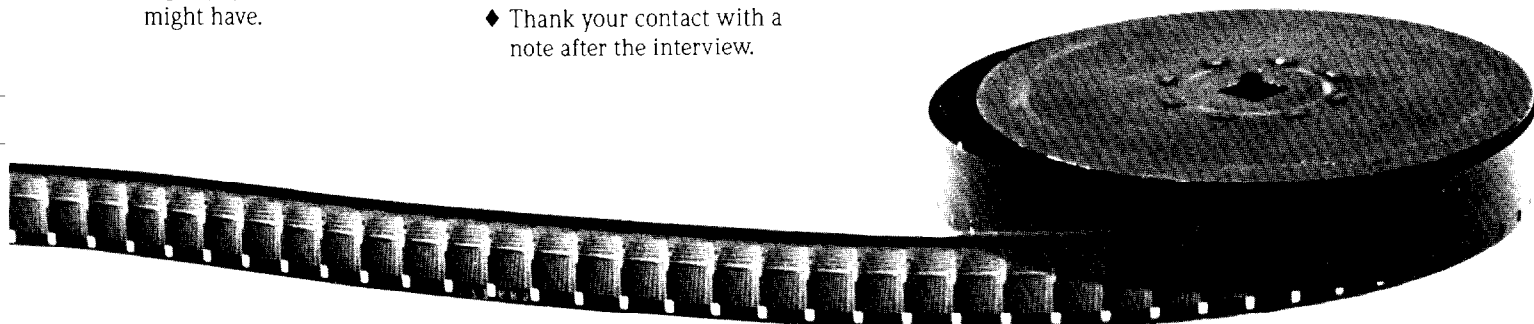
Television and radio talk shows and public affairs programs are ideal channels for creating awareness. Experts on hypertension issues, organizers of special health events, and nurses who monitor progress in hypertension control are good examples of appropriate guests. Approach program producers with your ideas for guests using these guidelines.


- ◆ Send a concise letter introducing your group, spokesperson, and subject.
- ◆ Call your contact to ensure that he or she has received the materials.
- ◆ Expand on the importance of the issue to the community during your call.
- ◆ Elaborate on your spokesperson's expert knowledge of the subjects at hand.
- ◆ Ask if the producer has any available time to interview your spokesperson.
- ◆ Confirm a date for airing or taping.
- ◆ Thank your contact with a note after the interview.

Arrange Public Access Cable Programming

Cable television presents unique opportunities for communities outside larger media market areas. Use of public access stations is growing in popularity as more and more viewers tune in to special cable television programs. If you are served by cable television, consult a source such as your local chamber of commerce to determine who the cable franchiser is in your area. Then contact the operator to determine if they provide community programming. If they do, the operator can probably help your group produce a program, usually free of charge. Operators may schedule a regular program on health issues, for which your group can assist with topic suggestions, guest scheduling, etc.

Each of these media channels — publications, radio and television stations, and cable systems — can help you spread the news about high blood pressure control and upcoming events. Follow these guidelines, and use the media materials we have provided with this kit. By working with the media, you can make this May the most successful National HBP Month ever and help people throughout your community learn how to treat themselves to life.





any of the activities suggested in this kit will be appropriate for the following audiences: health professionals and facilities, business and industry, and community group programs. You and your organization will want to select activities that meet the needs of the people you want to reach. Projects should be practical and should directly serve and affect your intended audience.

Most of the suggestions in this guide require advance planning and thoughtful execution. You will need time, help, and commitment from others to carry out your plans. Most likely, you will begin by thinking of many more ideas than you can possibly accomplish. Limit your final choices to those yielding the most results where you most need them. A few well-planned projects will have the most impact. Keep records of how you organized your activities, and document the results. This will help you to repeat the process and to tell others about your success.

The following three categories constitute audiences for your HBP Month activities. Once reached, however, they become potential partners in your HBP control efforts.

Health Professionals and Facilities

- ◆ Schedule a forum during HBP Month to present the latest guidelines for the diagnosis, treatment, and prevention of HBP or to address one or more major issues facing professionals as they work with treated patients.

- ◆ Target special messages to HBP patients encouraging each to "Treat Yourself to Life" by following their doctors' advice, taking their prescribed medications, and making healthy changes in their lifestyles.

- ◆ Develop a list of ongoing community activities that professionals can use to help their HBP patients with nonpharmacologic approaches, e.g., classes on smoking cessation, exercise to lose weight, and cooking with low or no salt.

- ◆ Arrange for one or more resource persons (e.g., physician, nutritionist, patient educator, nurse clinician, pharmacist, or dietitian) to speak to professional organizations about particular aspects of HBP control.

- ◆ Arrange to show a film or videotape addressing some aspects of HBP control.

- ◆ Place articles about high blood pressure in local health professional newsletters and journals. Remember to include the names of the participating organizations and sponsoring individuals so that interested readers can obtain additional information.

- ◆ Approach local radio or television stations about airing live, phone-in programs where panels of medical experts can answer questions from the audience about HBP.

Business/Industry

- ◆ Reproduce materials from the HBP Month kit (e.g., payroll stuffer and pamphlets), and distribute them as handouts to management and/or employee groups.

Print articles in employee newsletters.

- ◆ Display materials from the HBP Month kit in the cafeteria and hallways and on bulletin boards where employees congregate.

- ◆ Post listings of times and places where employees can have their blood pressure measured free of charge.

- ◆ Sponsor "brown bag" seminars once a week during May (or once a month all year), and invite resource persons to speak about diet, exercise, and other aspects of HBP control.

- ◆ Organize employee classes in exercise, smoking cessation, or healthy cooking before and after work.

- ◆ Integrate your programs for employees with other community resources. For example, bring some of the educational programs from the American Heart Association and the American Red Cross to the worksite.

- ◆ Make "heart healthy" foods available in your cafeteria and vending machines, and provide printed information or signs about their caloric content.

- ◆ Work with county or local medical societies to coordinate a screening program for employees to have their blood pressure measured at the worksite. Consult the American Heart Association about their "Heart at Work" program.

Community Groups

- ◆ Organize an open house or other awareness activity to focus on your organization's effort to detect and control

HBP in the community. You may be able to coordinate this with other agencies, hospitals, or community organizations. Remember that the more people involved in this effort will result in more hypertensives being reached.

- ◆ Schedule radio, television (public, network, or cable), or newspaper interviews for community program leaders or health professionals to address the theme and goals of 1986 HBP Month.

- ◆ Hold a town meeting where state officials, business leaders, members of the medical community, and consumers can talk about 1986 HBP Month.

- ◆ Make educational materials available at libraries, grocery stores, church groups, schools, etc.

- ◆ Find new ways to reach high-risk individuals to see if they are controlling their HBP (e.g., truckstops, unemployment offices, motor vehicle administrations, fire stations, barber shops, church-sponsored screenings, etc.).

Other Groups

Other groups may want to work with you on educational activities during HBP Month and throughout the year. You may wish to contact other organizations to join in your HBP control efforts. Suggested organizations, to name just a few, include: civic groups, community health centers, cooperative extension services, health professional schools, professional organizations, rural organizations, churches, and synagogues.

PLANNING HBP ACTIVITIES



The theme for 1986 National High Blood Pressure Month, "Treat Yourself to Life," offers voluntary agencies, health care organizations, and other groups the opportunity to spread a positive message to patients and the public about the benefits of improving health and lifestyle while controlling high blood pressure. The following planning tips will help you communicate this message to organizations and individuals in your community.

Know Your Network

Find out which groups in your community are involved in HBP control. Remember to survey the public, private, and voluntary sectors. List the kinds of services they provide, the populations they serve, and any other important information you can obtain. This first step may help to identify potential collaborative efforts, provide you with additional resources, and eliminate duplication of activities.

Cooperate and Coordinate

Reach out to meet and exchange ideas and program details with these groups. In doing so, you will set the foundation for working together during HBP Month and, ideally, all year long.

Focus Your Activities

Determine which activities your program is able to offer to meet the community's needs and complement other HBP control efforts. For example, additional detection and referral sites may be needed in communities with significant numbers of persons at high risk for HBP (e.g., the elderly and minorities). Carefully consider those activities that are manageable and practical and can be completed in the available time.

Plan Together

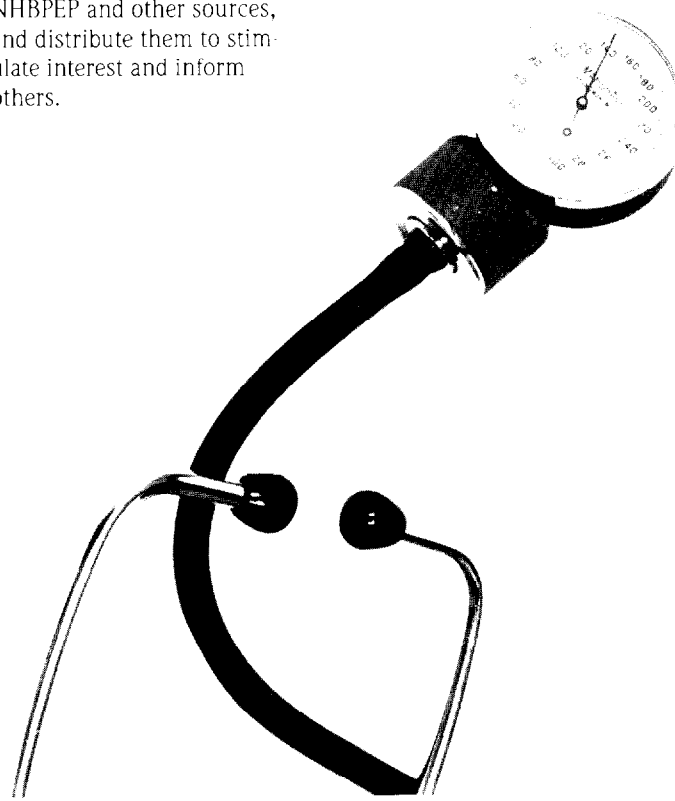
Together with other participating groups, agree on the most useful activities for the identified target audience. Involve all the participants in planning and execution. Some activities will require several months of advance planning. You will need to:

- ◆ Schedule, recruit, orient, and train volunteers needed to staff classes, presentations, or detection activities.
- ◆ Reproduce materials from this HBP Month kit, ordering additional materials well in advance from the NHBPEP and other sources, and distribute them to stimulate interest and inform others.

- ◆ Include HBP information in regularly scheduled communications (e.g., mailings, payroll checks, and insurance or utility bills) when appropriate.
- ◆ Call or visit editors and writers of newspapers and newsletters to place articles from the kit. Find out publication deadlines, and be prepared to meet them.
- ◆ Schedule radio, television, and newspaper interviews for resource persons to talk about HBP. Or provide live announcer copy to selected radio stations serving your target audience.

Support treated hypertensives all year in their effort to make difficult lifestyle changes. Changing lifestyle remains the single greatest challenge in HBP control today.

Use the "Treat Yourself to Life" theme throughout the year to draw public or media attention to high blood pressure control. The activities and effort needed to increase the number of hypertensives reaching goal blood pressure are needed all year.





Materials Available From Other Sources

Patient and Consumer Materials

Cooking Without Your Salt Shaker

(book, 145 pages, 1979)

Distinguishes between salt and sodium. Suggests that reducing amount of sodium in foods, changing kind of fat, and decreasing amount of fat and cholesterol in diet will help reduce cardiovascular risk factors, including high blood pressure — a leading cause of heart and kidney disease, stroke, and heart attack. Contains tested recipes for low-salt and fat-modified appetizers, entrees, desserts, and snacks.

Availability:

local and state affiliates
American Heart Association
Order no. 53-002-A
Cost information available from local and state affiliates

Eating for Your Health:

A Guide to Food for Healthy Diets

(pamphlet, 16 pages, 1984)

Utilizes color and large print to provide information for elderly persons on reading food labels, using unit pricing, and keeping daily food charts. Gives background information for those on special diets (i.e., low-sodium, low-calorie, low-fat, or low-sugar). Provides a few recipes, and lists a number of additional resources for information.

Availability:

American Association of Retired Persons
1909 K Street, N.W.
Washington, D.C. 20049
(202) 728-4450
Free, single copies

The Facts About How to Stay on Your High Blood Pressure Treatment

(leaflet, 6 pages, 1980)

Answers questions about relationship between high blood pressure and medication, salt, diet, smoking, exercise, and doctor's appointments. Provides space to record high blood pressure reading, name of medication, and side effects of medication.

Availability:

National Kidney Foundation of Iowa, Inc.
8611 Hickman Road
Des Moines, Iowa 50322
(800) 532-1177 in Iowa
(515) 276-3600 outside Iowa
Free, single copies; \$8 per 100 copies

High Blood Pressure and You

(pamphlet, 6 pages, 1979)

Defines high blood pressure, essential and secondary hypertension, and some causes. Briefly discusses general prevalence of high blood pressure, complications that may occur if left untreated, asymptomatic nature, and medications and some side effects. Lists steps for hypertensive patients to take.

Availability:

American Heart Association Maryland Affiliate, Inc.
415 N. Charles Street
P.O. Box 17025
Baltimore, Maryland 21203
(301) 685-7074
Free, limited quantities

Potassium Food Sources for People With High Blood Pressure

(leaflet, 4 pages, 1983)

Discusses importance of potassium to persons on high blood pressure medication. Lists foods high in potassium and low in sodium that can be included in well-balanced diet. Includes number of servings, amounts of potassium and sodium, and caloric content. Provides four high-potassium, low-sodium recipes.

Availability:

Milwaukee Blood Pressure Program
City of Milwaukee Health Department
7630 West Mill Road,
Room 204
Milwaukee, Wisconsin 53218
(414) 353-1660
Free, up to five copies

Watch Your Blood Pressure!

(booklet, 28 pages, revised 1983)

Defines and describes blood pressure; its variability; systolic and diastolic readings; and essential, secondary, and accelerating hypertension. Discusses asymptomatic nature of high blood pressure; prevalence by age, sex, and race;

contributing factors; risk reduction; and methods of treatment, including medications and side effects, diet, and exercise. Stresses need to follow treatment regimen, and provides patient guidelines for high blood pressure control.

Availability:

Public Affairs Committee, Inc.
381 Park Avenue South
New York, New York 10016
(212) 683-4331
\$1; bulk rates available

We're Taking Care of Ourselves . . .

(leaflet, 4 pages, 1984)

Contains quotes from black Americans encouraging readers to take their blood pressure medication every day, get their blood pressure checked regularly, stay away from greasy foods, go easy on salt, and stay active.

Availability:

American Heart Association of Greater Miami
5220 Biscayne Boulevard
Miami, Florida 33137
(305) 751-1041
Free, single copies; \$3.50 per 100 copies



Other Sources of Information

The following resources provide information services, such as publications and referrals, to both consumers and health professionals. Please contact the organization *directly*.

American Heart Association

local and state affiliates

Provides information and referral services. Other community service programs include: diet and nutrition counseling; blood pressure screening; CPR training; smoking withdrawal clinics; information on emergency medical services, stress-testing facilities, and exercise programs; and stroke rehabilitation programs.

Consumer Information Center

Pueblo, Colorado 81009
(202) 566-1794

Distributes consumer publications on topics such as children, food and nutrition, health, and weight control. The *Consumer Information Catalog* is available free from the center and must be used to identify requested publications.

Food and Drug Administration

Office of Consumer Affairs
Public Inquiries
5600 Fishers Lane (HFE 88)
Rockville, Maryland 20857
(301) 443 3170

Answers consumer inquiries and serves as a clearinghouse for its consumer publications on a variety of topics including vitamins, food additives, and minerals.

National Health
Information Clearinghouse
P.O. Box 1133
Washington, D.C. 20013-1133
(800) 336-4797 outside
Virginia
(703) 522 2590 in Virginia

Helps the public locate health information through identification of health information resources and an inquiry and referral system. Health questions are referred to appropriate health resources that, in turn, respond directly to inquirers.

